

# **EXHIBIT 35**

# One Pager: Incognito Everywhere, say what?

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**Introduction:** This is a proposed communication mechanism to ensure Incognito Mode's protections across different Google product implementations are correctly understood by users.

**Motivation:** This has been a persistent problem in Incognito Mode in Chrome. Research indicates that most users do not correctly understand the current messaging. With the introduction of Incognito Mode on other Google products, the protection afforded will now vary across products. As a result, we need a single, simple, and clear mechanism that works equally well across different products. There is a prologue to this document that does into more detail around the thinking that led to this current position.

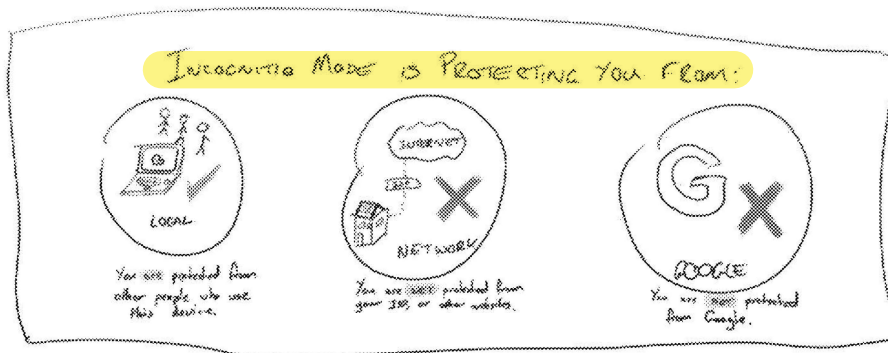
**Challenge:** With Incognito Mode, we both need to find a way to address the need for a consistent brand and user experience, whilst also allowing for a communication protocol that allows the user to easily understand what level of protection they are currently being afforded.

**Proposal:** We will explain simply to user who they are protected from. This avoids the need for lists of more technical details. Simple, two-state iconography will be used consistently across different products that allow the user to quickly ascertain the level of protection they currently have.

## Jobs to be done statements:

WHEN I WANT TO SO I CAN	I open Incognito Mode in any product quickly determine who/what I am protected from avoid doing anything that compromises my anonymity
WHEN I WANT TO SO I CAN	I transition between Google products as part of an Incognito flow understand the change in protection during the transition avoid doing anything that compromises my anonymity
WHEN I WANT TO SO I CAN	I am using Incognito Mode in any product always see a consistent visual confirmation avoid doing anything that compromises my anonymity

**Design:** I propose a design that uses iconography and colour schemes to represent the 'who' in the question, 'Who am I currently protected from?'. The icons will be two-state (active and inactive). One or more icons may be active. The user can quickly see which 'actors' on the web they have protection from. The branding will be consistent across all Google products that implement an Incognito Mode, and only the states/colours of the icons will vary.



**Commented [1]:** Great idea, all around! I still say the first thing that needs to change is the name. It misleads from the very first, and I think changing it will make your proposal more effective in practice. It's the priming and first impression effects -- maybe a name like "Amnesic Mode" would work \*with\* the visual indicators instead of against them.

The idea of "protecting" is a bit oversimplified, IMO. There's a clear difference between revealing

**Commented [2]:** Is there a list of which other product

**Commented [3]:** <https://docs.google.com/presentation>

**Commented [4]:** I agree it's important for the user to

**Commented [5]:** I agree that we should strive to hav

**Commented [6]:** +1. Have you chatted with marketin

**Commented [7]:** Hello Monday, an independent

**Commented [8]:** I like this direction, but had one

**Commented [9]:** Good feedback - thank you. All

**Commented [10]:** A+ framing to put users first. love

**Commented [11]:** +1 This is a great tool to always b

**Commented [12]:** Like the concept of a simple way t

**Commented [13]:** The intent would be that the middl

**Commented [14]:** In terms of replacing existing text,

**Commented [15]:** I really like the idea of some / all o

**Commented [16]:** +1, undermining MOAR TLS is on

**Commented [17]:** All good points. Do not read this

**Commented [18]:** I agree w/ Emily's points on

**Commented [19]:** <http://www.cs.cmu.edu/~halmuhir>

**Commented [20]:** Thanks, Emily, this is useful. And

**Commented [21]:** Based on the user research, it ma

**Commented [22]:** Good feedback - thanks!

**Commented [23]:** Where and at what times would

**Commented [24]:** tbd and outside the scope of this

**Commented [25]:** It makes a big difference whether

**Commented [26]:** See JTBD #3

**Commented [27]:** +rorymcclelland@google.com

**Commented [28]:** I really like the idea of having mor

**Commented [29]:** I wonder if there's a way to separa

**Commented [30]:** Vice versa, actually.

**Commented [31]:** Do we have thoughts on how to

**Commented [32]:** +margrets@google.com Absolute

**Commented [33]:** For convenience, here is a direct

**Commented [34]:** Many users might be worried, for

**Commented [35]:** I agree with Joe. Incognito mode

**Commented [36]:** Well, we had reports of users bein

**Commented [37]:** Also, Incognito today does not ser

**Commented [38]:** 100% agree that we don't want to

**Commented [39]:** Do we have any handle on how

**Commented [40]:** We could set the icon to "IS

**Commented [41]:** Signing in while incognito seems

**Commented [42]:** Fair points. Getting a temporary

**Commented [43]:** And re login warnings - we're

PRODBEG: GOOG-BRWN-00048773  
PRODBEGATT:  
PRODEND: GOOG-BRWN-00048773  
PRODENDATT:  
PRODVOL: PROD016  
2nd\_CROSS\_BEGBATES: GOOG-CABR-05144251  
2nd\_CROSS\_ENDBATES: GOOG-CABR-05144251  
AllCustodians: Alexei Svitkine;Eric Miraglia;Greg Fair;Helen Harris;Sabine Borsay  
y  
TO:  
FROM:  
CC:  
BCC:  
CONFIDENTIALITY: Confidential  
CROSS\_ALLCUSTODIANS: Alexei Svitkine;Eric Miraglia;Greg Fair;Helen Harris;Sabine-  
Borsay  
CROSS\_ATTACHMENTNAME:  
CROSS\_BEGATTACH:  
CROSS\_BEGBATES: GOOG-CABR-00094550  
CROSS\_CC:  
CROSS\_CONFIDENTIALITY: CONFIDENTIAL  
CROSS\_CUSTODIAN: Alexei Svitkine  
CROSS\_DATECREATED: 02/25/2019  
CROSS\_DATEMOD: 03/25/2019  
CROSS\_DATERECEIVED:  
CROSS\_DATESENT:  
CROSS\_DE-DUPED CUSTODIANS: Alexei Svitkine;Eric Miraglia;Greg Fair;Helen Harris;-  
Sabine Borsay  
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CROSS\_ENDBATES: GOOG-CABR-00094550  
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ognito Everywhere, say what\_1kGfgwKOZJ-VQI-tgSrcuvzm3-fojQSxz63f-  
oAeQpVrY.docx;One Pager- Incognito Everywhere, say what\_1kGfgwKOZ-  
J-VQI-tgSrcuvzm3-fojQSxz63foAeQpVrY.docx  
CROSS\_FROM:  
CROSS\_MD5 HASH: F005B47CE8101309F96B54D1EFE00610  
CROSS\_MESSAGE ID:  
CROSS\_OWNER: rorymcclelland@google.com  
CROSS\_PRODVAL: CROSS-PROD002  
CROSS\_REDACTED: N  
CROSS\_SUBJECT:  
CROSS\_TITLE: One Pager: Incognito Everywhere, say what?  
CROSS\_TO:  
CUSTODIAN/SOURCE: Alexei Svitkine  
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DATELASTMOD: 03/25/2019  
DATERCVD:  
DATESENT:  
DeDupedCustodians:  
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Everywhere, say what-\_1kGfgwKOZJ-VQI-tgSrcuvzm3-fojQSxz63foAeQpV-  
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tgSrcuvzm3-fojQSxz63foAeQpVrY.docx

ILS\_ProdDate: 05/21/2021

CROSS\_ILS\_ProdDate: 09/01/2021

MD5 HASH: F005B47CE8101309F96B54D1EFE00610

MessageID:

NATIVEFILE:

Owner: rorymcclelland@google.com

PAGES:

REDACTED: N

SUBJECT: